

ABSTRACT OF THE DISCLOSURE

A plasma display device is realized which has a high set-luminous-efficacy (i.e. provides a high-brightness display image at a low power consumption) and a high light-room contrast. The luminous efficacy  $\eta_s$  and the display discharge voltage  $V_s$  are increased by increasing the product  $p_d$  in discharge, or increasing the Xe proportion  $a_{Xe}$  of the discharge. As a result the display-discharge region area ratio  $A_d$  and the display region reflectance  $\beta$  can be reduced by reducing the display-electrode area  $S_{se}$  approximately in inverse proportion to  $V_s^2$ , and thereby the set-luminous efficacy  $\eta_s$  and the set luminance  $B_{pns}$  and the light-room contrast  $C_b$  are increased.